

16-Oct-12

TO: Susie Toma  
Cheryl Long

copy: Cedric Thomas  
Jennifer Stewart  
DeAnna Datillo  
Public File

FROM: Dawn Tavoletti

RE: **Political Rebate**  
Candidate: T Murphy  
Week of: 10/8 - 10/14  
Contract Number: 335871 - HL 6363938

Dayparts:

Line #	ordered	Length	rate paid	Rate Section	# of spots	LUC	Rebate amount
2	9-10A M-F	:30	\$300	5	5	\$200	\$500
3	12-1230P M-F	:30	\$275	5	5	\$200	\$375
4	230-3P M-F	:30	\$200	5	3	\$150	\$150
13	8-1030A Sat	:30	\$275	5	1	\$250	\$25

**TOTAL REBATE (Gross) \$1,050**  
**(Net) \$892.50**



## Billing Adjustment Form

☒ WPXI-TV

☐ PCNC

☐ EPXI

☐ WPXI.com

☐ WPXI Mobile



Agency Brabender Cox  
Client Pol / J Murphy  
Campaign/Title Congress

Write-up Date 10/16/12  
Requested By J. Tardiff  
Resolution Date \_\_\_\_\_

**Reason:**

Customer Deduction \_\_\_\_\_  
Sales Person Error \_\_\_\_\_  
Billing Error \_\_\_\_\_  
Traffic Error \_\_\_\_\_  
Separation/Scheduling Problem \_\_\_\_\_  
Late Run \_\_\_\_\_  
Other ☒ \_\_\_\_\_

**Reference:**

Invoice No. \_\_\_\_\_  
Invoice Date \_\_\_\_\_  
Contract No. 335871

Explanation of Adjustments by Requestor: LUC

Additional Explanation by \_\_\_\_\_:

GROSS Amount to be Credited: \$ <u>1050.00</u>	Debited: \$ _____
NET Amount to be Credited: \$ <u>892.50</u>	Debited: \$ _____

**ROUTE IN THIS ORDER FOR TRACKING AND APPROVAL:**

1. Account Executive: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_
2. Local/National Sales Manager: J. Tardiff Approved ☒ Date 10/16
3. General Sales Manager: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_
- General Manager (Over \$5000): \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_
4. Final Approval: Controller: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

Entered On Spreadsheet \_\_\_\_\_ Entered as done \_\_\_\_\_ Entered in OSI \_\_\_\_\_



**WPXI**  
4145 Evergreen Road  
Pittsburgh, PA 15214

**BrabenderCox**  
1218 Grandview Avenue  
1st Floor  
Pittsburgh, PE 15211

# Contract # 335871

**Schedule Dates** 10/08/12-10/14/12  
**Advertiser** Pol/T Murphy/R/Con/PA (16299)  
**Agency** BrabenderCox (3844)  
**Product** Political - Federal Candidate (1067)  
**Brand** POL/T MURPHY/R/CON/PA (29258)  
**Salesperson** Telerep/Washington DC, Washington DC (1040)  
**Sales Office** Telerep/Washington DC  
**Buyer Name** BRAENDER, LIZ  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** MURPHY 10/08  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 10/05/12  
**Last Modified** 10/05/12  
**Entered By** Jennifer Stewart  
**CO-OP** Yes  
**Headline #** 06363938  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$5,475.00  
**Net Total** \$31,025.00  
**Sales Tax**

Pittsburgh (WPXI)		
By Broadcast Month	Spots	Rate
Oct. 2012	48	\$36,500.00
<b>Grand Total:</b>	<b>48</b>	<b>\$36,500.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/08/12-10/12/12	4	:30	7A- 8A (EST)	1	1	1	1	1	1			5	\$625.00	\$3,125.00	Pittsburgh (WPXI)	TODAY 7-8A/1	10/5/12
2.0	Normal Line / Spot	10/08/12-10/12/12	5	:30	9A- Today Show 9a	1	1	1	1	1	1			5	\$300.00	\$1,500.00	Pittsburgh (WPXI)	TODAY 9-10A/2	10/5/12
3.0	Normal Line / Spot	10/08/12-10/12/12	5	:30	11:59A- Channel 11 News At Noon	1	1	1	1	1	1			5	\$275.00	\$1,375.00	Pittsburgh (WPXI)	NOON NEWS/3	10/5/12
4.0	Normal Line / Spot	10/08/12-10/12/12	5	:30	2:30P- Who Wants To Be A Millionaire	3	X	X	X	X	X			3	\$200.00	\$600.00	Pittsburgh (WPXI)	MILLIONAIRE/4	10/5/12
5.0	Normal Line / Spot	10/08/12-10/12/12	5	:30	4:29P- Judge Judy 430p	2	X	X	X	X	X			2	\$375.00	\$750.00	Pittsburgh (WPXI)	JUDY 430P/5	10/5/12
6.0	Normal Line / Spot	10/08/12-10/12/12	4	:30	5P- 5:30P (EST)	1	1	1	1	1	1			5	\$800.00	\$4,000.00	Pittsburgh (WPXI)	NEWS 5-530P/6	10/5/12
7.0	Normal Line / Spot	10/08/12-10/12/12	4	:30	5:30P- 6P (EST)	1	1	1	1	1	1			5	\$800.00	\$4,000.00	Pittsburgh (WPXI)	NEWS 530-6P/7	10/5/12
8.0	Normal Line / Spot	10/08/12-10/12/12	4	:30	5:58P- Channel 11 News At 6pm M-F	1	1	1	1	1	1			5	\$1,000.00	\$5,000.00	Pittsburgh (WPXI)	NEWS 6-630P/8	10/5/12
9.0	Normal Line / Spot	10/08/12-10/12/12	5	:30	6:59P- Jeopardy	2	X	X	X	X	X			2	\$1,250.00	\$2,500.00	Pittsburgh (WPXI)	JEOP 7-730P/9	10/5/12
10.0	Normal Line / Spot	10/08/12-10/12/12	5	:30	7:30P- WHEEL OF FORTUNE	2	X	X	X	X	X			2	\$1,250.00	\$2,500.00	Pittsburgh (WPXI)	WHEEL 730-8P/10	10/5/12
11.0	Normal Line / Spot	10/08/12-10/12/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P	4	X	X	X	X	X			4	\$2,000.00	\$8,000.00	Pittsburgh (WPXI)	LATE NEWS/11	10/5/12
12.0	Normal Line / Prime	10/12/12-10/12/12	5	:30	10P- Dateline 10-11P	1					1			1	\$1,500.00	\$1,500.00	Pittsburgh (WPXI)	DATETIME 10-11P/12	10/5/12

## CONFIRMATION CONTRACT

Accepted Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_  
Accepted-Station: \_\_\_\_\_ Date: \_\_\_\_\_  
Comments: \_\_\_\_\_

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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<b>Advertiser</b>	Pol/T Murphy/R/Con/PA (16299)	<b>Last Modified</b>	10/05/12
<b>Agency</b>	BrabenderCox (3844)	<b>Entered By</b>	Jennifer Stewart
<b>Product</b>	Political - Federal Candidate (1067)	<b>CO-OP</b>	Yes
<b>Brand</b>	POL/T MURPHY/R/CON/PA (29258)	<b>Headline #</b>	06363938
<b>Salesperson</b>	Telerep/Washington DC, Washington DC (1040)	<b>Demo</b>	
<b>Sales Office</b>	Telerep/Washington DC	<b>Order Type</b>	Normal
<b>Buyer Name</b>	BRABENDER, LTZ	<b>Package Deal</b>	
<b>Phone/Fax</b>	/	<b>Commission %</b>	15.00
<b>CPE</b>	N/A	<b>Commission</b>	\$5,475.00
<b>Account Types</b>	National/Political	<b>Net Total</b>	\$31,025.00
<b>Billing Type</b>	Standard	<b>Sales Tax</b>	
<b>Comments</b>	MURPHY 10/08 ***** THIS IS A CASH IN ADVANCE SCHEDULE *****		

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13.0	Normal Line / Spot	10/13/12-10/13/12	5	:30	8A- 10:30A (EST)							1		1	\$275.00	250	\$275.00	Pittsburgh (WPXI)	SAT NEWS 8-1030A/13	10/5/12
14.0	Normal Line / Preempt	10/13/12-10/13/12	4	:30	6P- 6:30P (EST)							1		1	\$625.00			Pittsburgh (WPXI)	NA SAT NEWS 6-630P/14	10/5/12
15.0	Normal Line / Spot	10/13/12-10/13/12	5	:30	7:30P- Hines Ward Show 730-8P							1		1	\$425.00		\$425.00	Pittsburgh (WPXI)	HINES 730-8P/15	10/5/12
16.0	Normal Line / Spot	10/14/12-10/14/12	5	:30	8A- 9A (EST)								1	1	\$275.00		\$275.00	Pittsburgh (WPXI)	SUN NEWS 8-9A/16	10/5/12
17.0	Normal Line / Spot	10/14/12-10/14/12	4	:30	6P- CHANNEL 11 NEWS								1	1	\$675.00		\$675.00	Pittsburgh (WPXI)	SUN NEWS 6-630P/17	10/5/12

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Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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